

MILLER BREWING COMPANY

INTER-OFFICE CORRESPONDENCE

TO: D. Strup
FROM: K. G. Wulff
SUBJECT: Stadium Conversion

DATE: July 28, 1992

2060370910

Just a thought...does it make sense to convert PM stadium signage to Miller Brewing Company...possible cost savings. This may be a questionable strategy to PM since they will not want other teams and venues to follow this pattern especially if we make it too easy for them.

Just a concept.

Ker
Kevin G. Wulff/jrs

S/S

Jim
Is this possible?
Will have to convert
signs if PM USA
loses them -

G

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RICHARD F. STRUP

JUL 3 1992

V.P. BRAND MGMT.